

Rep Order# 8863444 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 09/26/2012 6:17 PM  
Last Received: 09/13/2012 9:33 AM  
Showing Buylines: All Lines

1 of 7

Station KLAS-TV LAS VEGAS  
Advertiser ( ) BERKLEY, SHELLY  
Product BERKLEY/SENATE/D  
Estimate#  
Buyer MICHAEL DETTORRE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 10/30/2012 - 11/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER FOR BERKLEY. PLEASE CONFIRM.  
THANKS  
STEFAN/MIKE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F	400A-459A		:30	\$25.00	10/30-11/02	8	1	8	\$200.00	
				Buyline Comment: NEWS								
	2	M	400A-459A		:30	\$25.00	11/05-11/05	2	1	2	\$50.00	
				Buyline Comment: NEWS								
	3	TU-F	700A-900A		:30	\$165.00	10/30-11/02	16	1	16	\$2,640.00	
				Buyline Comment: THS MRN								
	4	M	700A-900A		:30	\$165.00	11/05-11/05	4	1	4	\$660.00	
				Buyline Comment: THS MRN								
	5	TU-F	500A-600A		:30	\$185.00	10/30-11/02	16	1	16	\$2,960.00	
				Buyline Comment: NEWS								
	6	M	500A-600A		:30	\$185.00	11/05-11/05	4	1	4	\$740.00	
				Buyline Comment: NEWS								
	7	TU-F	600A-700A		:30	\$250.00	10/30-11/02	8	1	8	\$2,000.00	
				Buyline Comment: NEWS								

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Salesperson FAX# 202-872-0263

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	8	M	600A-700A		:30	\$250.00	11/05-11/05	2	1	2	\$500.00	
				Buyline Comment: NEWS								
	9	TU-F	1200P-1230P		:30	\$275.00	10/30-11/02	4	1	4	\$1,100.00	
				Buyline Comment: NEWS								
	10	M	1200P-1230P		:30	\$275.00	11/05-11/05	1	1	1	\$275.00	
				Buyline Comment: NEWS								
	11	TU-F	300P-400P		:30	\$375.00	10/30-11/02	4	1	4	\$1,500.00	
				Buyline Comment: ELLEN								
	12	M	300P-400P		:30	\$375.00	11/05-11/05	1	1	1	\$375.00	
				Buyline Comment: ELLEN								
	13	TU-F	1000A-1100A		:30	\$400.00	10/30-11/02	4	1	4	\$1,600.00	
				Buyline Comment: PRICE RITE								
	14	M	1000A-1100A		:30	\$400.00	11/05-11/05	1	1	1	\$400.00	
				Buyline Comment: PRICE RITE								
	15	TU-F	900A-1000A		:30	\$275.00	10/30-11/02	4	1	4	\$1,100.00	
				Buyline Comment: KELLY								
	16	M	900A-1000A		:30	\$275.00	11/05-11/05	1	1	1	\$275.00	
				Buyline Comment: KELLY								
	17	SU	500P-700P		:30	\$225.00	11/04-11/04	3	1	3	\$675.00	
				Buyline Comment: NEWS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	18	SA	500P-700P		:30	\$185.00	11/03-11/03	3	1	3	\$555.00	
				Buyline Comment: NEWS								
	19	TU-F	500P-630P		:30	\$400.00	10/30-11/02	12	1	12	\$4,800.00	
				Buyline Comment: NEWS								
	20	M	500P-630P		:30	\$400.00	11/05-11/05	3	1	3	\$1,200.00	
				Buyline Comment: NEWS								
	21	TU-F	400P-500P		:30	\$350.00	10/30-11/02	8	1	8	\$2,800.00	
				Buyline Comment: NEWS								
	22	M	400P-500P		:30	\$350.00	11/05-11/05	2	1	2	\$700.00	
				Buyline Comment: NEWS								
	23	SA	700P-800P		:30	\$165.00	11/03-11/03	1	1	1	\$165.00	
				Buyline Comment: ET WKND								
	24	TU-F	700P-800P		:30	\$300.00	10/30-11/02	8	1	8	\$2,400.00	
				Buyline Comment: ET/INSDR								
	25	M	700P-800P		:30	\$300.00	11/05-11/05	2	1	2	\$600.00	
				Buyline Comment: ET/INSDR								
	26	TU-F	630P-700P		:30	\$275.00	10/30-11/02	4	1	4	\$1,100.00	
				Buyline Comment: INS EDIT								
	27	M	630P-700P		:30	\$275.00	11/05-11/05	1	1	1	\$275.00	
				Buyline Comment: INS EDIT								
	28	TU	800P-900P		:30	\$2,000.00	10/30-10/30	1	1	1	\$2,000.00	
				Buyline Comment: NCIS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	29	TU	1000P-1100P		:30	\$1,300.00	10/30-10/30	1	1	1	\$1,300.00	
				Buyline Comment: VEGAS								
	30	TU	900P-1000P		:30	\$2,000.00	10/30-10/30	1	1	1	\$2,000.00	
				Buyline Comment: NCIS LA								
	31	TH	900P-1000P		:30	\$1,800.00	11/01-11/01	1	1	1	\$1,800.00	
				Buyline Comment: PERS OF INT								
	32	SU	700P-800P		:30	\$1,300.00	11/04-11/04	1	1	1	\$1,300.00	
				Buyline Comment: 60 MIN								
	33	M	1000P-1100P		:30	\$1,900.00	11/05-11/05	1	1	1	\$1,900.00	
				Buyline Comment: HAWAII								
	34	M	900P-1000P		:30	\$2,200.00	11/05-11/05	1	1	1	\$2,200.00	
				Buyline Comment: 2 GRLS/ MIKE&MLLY								
	35	SU	1000P-1100P		:30	\$1,900.00	11/04-11/04	1	1	1	\$1,900.00	
				Buyline Comment: MENTALIST								
	36	F	1000P-1100P		:30	\$1,400.00	11/02-11/02	1	1	1	\$1,400.00	
				Buyline Comment: BLUE BLOODS								
	37	F	900P-1000P		:30	\$1,200.00	11/02-11/02	1	1	1	\$1,200.00	
				Buyline Comment: MD IN JRSY								
	38	SU	900P-1000P		:30	\$1,400.00	11/04-11/04	1	1	1	\$1,400.00	
				Buyline Comment: GD WIFE								

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	39	F	800P-900P		:30	\$1,200.00	11/02-11/02	1	1	1	\$1,200.00	
				Buyline Comment: CSI NY								
	40	M	800P-900P		:30	\$1,600.00	11/05-11/05	1	1	1	\$1,600.00	
				Buyline Comment: MTHR/PRTNR								
	41	TH	1000P-1100P		:30	\$2,200.00	11/01-11/01	1	1	1	\$2,200.00	
				Buyline Comment: ELMNTRY								
	42	SU	800P-900P		:30	\$1,800.00	11/04-11/04	1	1	1	\$1,800.00	
				Buyline Comment: AMZING RACE								
	43	W	800P-900P		:30	\$1,900.00	10/31-10/31	1	1	1	\$1,900.00	
				Buyline Comment: SRVIVR								
	44	W	900P-1000P		:30	\$2,300.00	10/31-10/31	1	1	1	\$2,300.00	
				Buyline Comment: CRIM MINDS								
	45	W	1000P-1100P		:30	\$2,000.00	10/31-10/31	1	1	1	\$2,000.00	
				Buyline Comment: CSI								
	46	TH	800P-900P		:30	\$2,100.00	11/01-11/01	1	1	1	\$2,100.00	
				Buyline Comment: BG BNG/2.5 MEN								
	47	SA	1000P-1100P		:30	\$750.00	11/03-11/03	1	1	1	\$750.00	
				Buyline Comment: 48 HRS MYST								
	48	TU-F	1130P-1230A		:30	\$200.00	10/30-11/02	7	1	7	\$1,400.00	
				Buyline Comment: LTTRMAN								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	49	M	1130P-1230A		:30	\$200.00	11/05-11/05	2	1	2	\$400.00	
				Buyline Comment: LTTRMAN								
	50	TU-F	1230A-130A		:30	\$110.00	10/30-11/02	8	1	8	\$880.00	
				Buyline Comment: FERGSN								
	51	M	1230A-130A		:30	\$110.00	11/05-11/05	2	1	2	\$220.00	
				Buyline Comment: FERGSN								
	52	SA-SU	1100P-1130P		:30	\$300.00	11/03-11/04	2	1	2	\$600.00	
				Buyline Comment: NEWS								
	53	TU-F	1100P-1130P		:30	\$500.00	10/30-11/02	4	1	4	\$2,000.00	
				Buyline Comment: NEWS								
	54	M	1100P-1130P		:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
				Buyline Comment: NEWS								
	56	SA	530P-600P		:30	\$250.00	11/03-11/03	1	1	1	\$250.00	
				Buyline Comment: POLITICS NOW								
	57	SU	630A-800A		:30	\$215.00	11/04-11/04	3	1	3	\$645.00	
				Buyline Comment: SUN MRN								
	59	SU	800A-830A		:30	\$215.00	11/04-11/04	2	1	2	\$430.00	
				Buyline Comment: NEWS								
	60	SU	830A-900A		:30	\$265.00	11/04-11/04	1	1	1	\$265.00	
				Buyline Comment: FACE NATN								

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—REPORT TOTALS—

Report Totals: 180 / \$73,485.00

—SALES MONTHLY TOTALS—

Nov 12: 180 / \$73,485.00  
Sales Totals: 180 / \$73,485.00  
Station Totals: 180 / \$73,485.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$244,950	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null  
Demos RA35+